



# Build, customize, and differentiate

SET YOUR FIRM APART WITH CUSTOMIZED MODELS THAT MEET YOUR UNIQUE CLIENT NEEDS



# Helios is a complete *in* sourced CIO solution

HELIOS IS AN END-TO-END SERVICE, NOT JUST A MODEL PROVIDER

Create practice growth,  
scale, and consistency

Enhance your ability to demonstrate  
deeper client value and set expectations

Reduce business risk  
and employee turnover

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HELIOS QUANTITATIVE RESEARCH



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Create practice growth,  
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Analyze and  
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Customize  
and manage  
investment  
models

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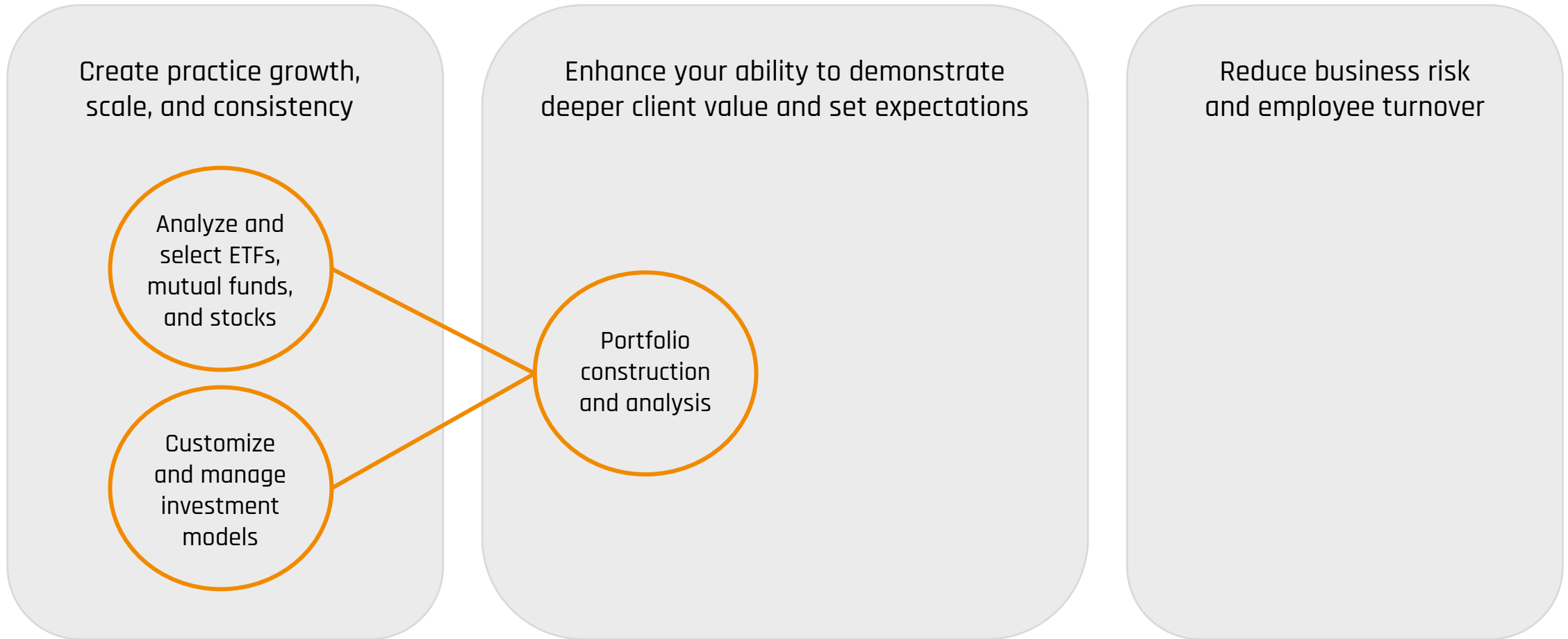
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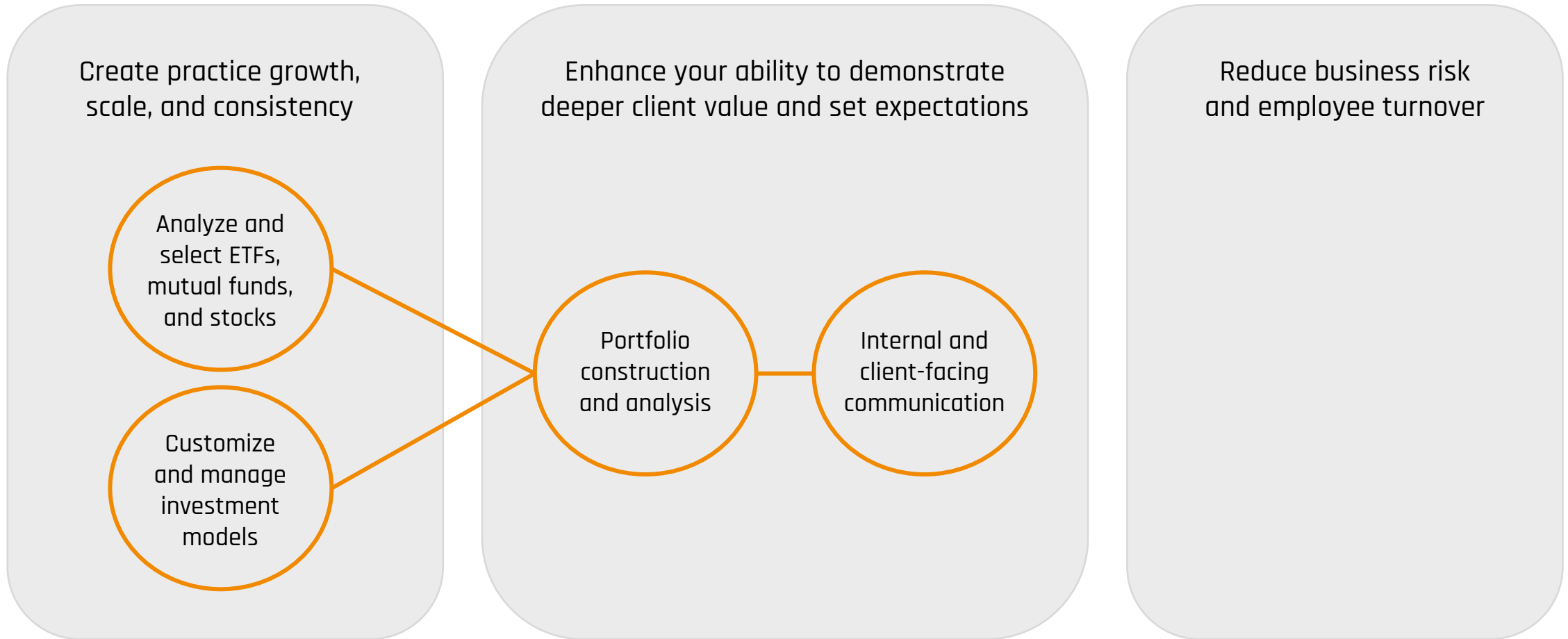


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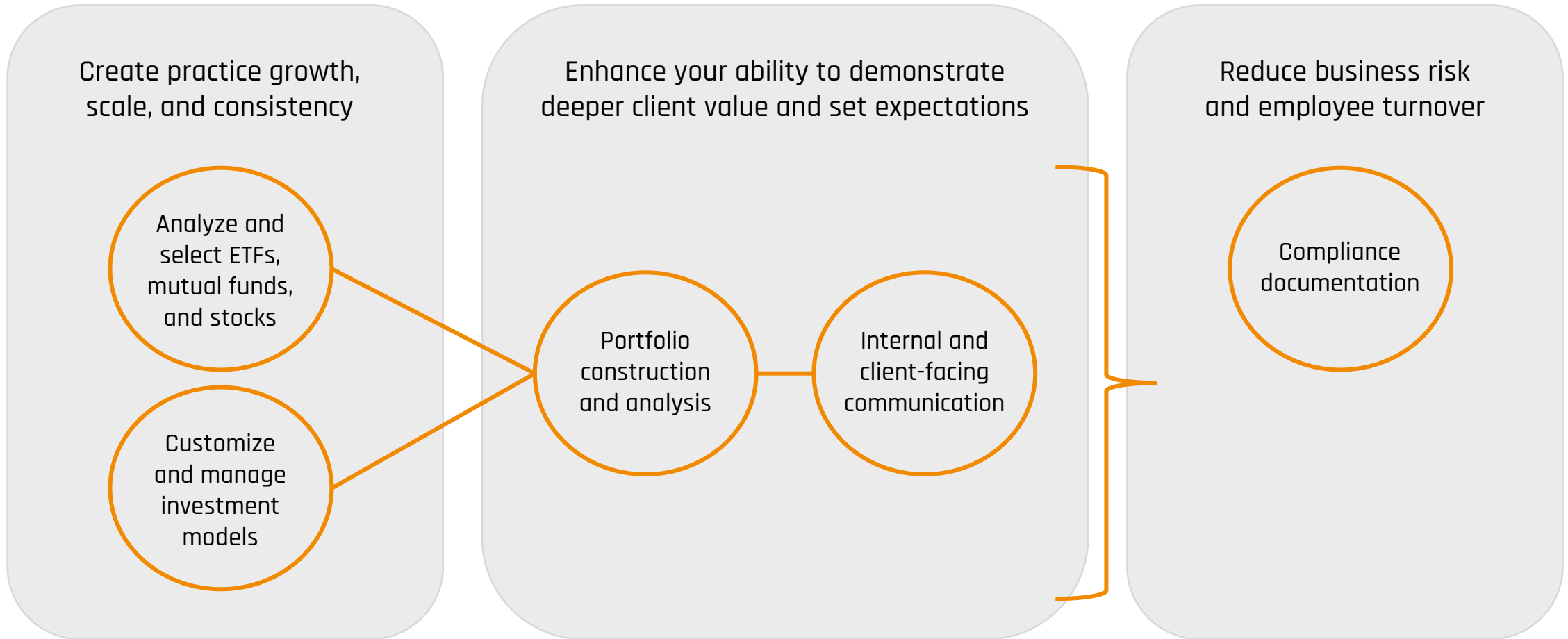


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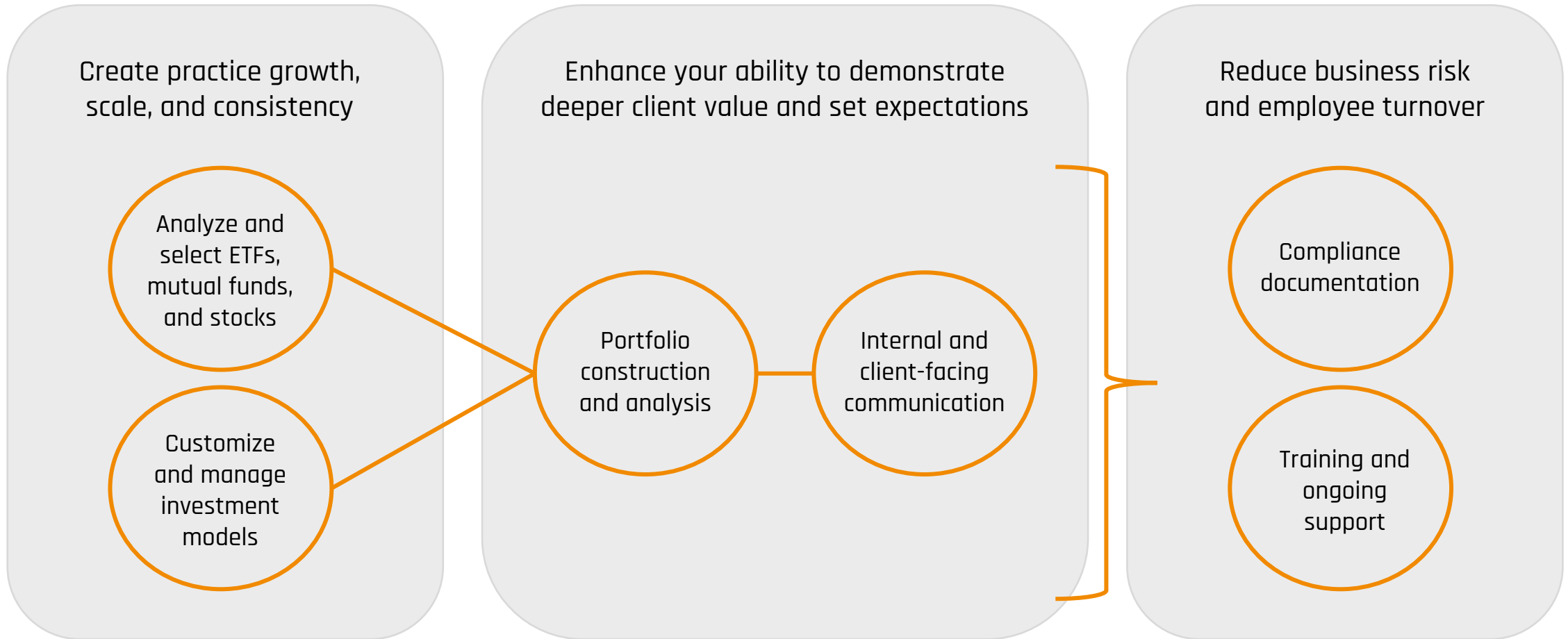


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# Helios is the clear choice for insourcing asset management

## In-house Models “Free” Research



## TAMP Models Model Marketplace

High Control	✓	Low/No Control
Practice Branded	✓	Not Branded
Differentiated Story	✓	Low/No Differentiation
Cost Effective	✓	Very Expensive
High Effort	✓	Low Effort/Outsourced
High Compliance Risk	✓	Reduced Compliance Risk
Basic Strategies	✓	Powerful Strategies/Optics
Low/Not Tech Focused	✓	Tech Focused

# Helios is a world-class team



HELIOS IS LIKE HAVING AN ENTIRE INVESTMENT DEPARTMENT AT YOUR FINGERTIPS



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Chris Shuba  
Founder/CEO



Joe Mallen  
Chief Investment Officer



Jason Van Thiel  
Director of Research

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**94% OF ADVISORS** believe third-party models enable them to apply institutional quality research/analysis to their clients' portfolios

**90%**

**OF ADVISORS** believe third-party models provide an efficient way to share investment strategies with clients

**OF ADVISORS** believe third-party models will help them create a consistent client experience

**OF ADVISORS** believe third-party models help them leverage the knowledge and expertise of others

Data from WisdomTree advisor insights panel. Helios Quantitative Research LLC ("Helios") is associated with, and under the supervision of, Clear Creek Financial Management, LLC ("Clear Creek"), a Registered Investment Adviser. Advisory services are only offered to clients or prospective clients where Clear Creek, and its representatives are properly licensed or exempt from licensure. This document is solely for informational purposes. Past performance is no guarantee of future returns. Investing involves risk and possible loss of principal capital. No advice may be rendered by Clear Creek or its representatives unless a client service agreement is in place.



- 56%** of advisors believe that third-party models do not allow them to deliver personal service
- 54%** of advisors believe third-party models do not allow tailoring to client situations
- 50%** of advisors believe it's difficult to differentiate themselves if they use models
- 34%** of advisors are reluctant to make the change from an existing portfolio into a new model because of unrealized capital gains

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Advisors know third-party models  
are the right path, the question is  
**customization**



# Helios is built to customize

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# Putting it all together

MODELS ARE A POWERFUL COMBINATION OF RESEARCH

How much risk  
should we take?

What asset styles  
should we use?

What tickers/theme  
should we use?

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# Putting it all together

MODELS ARE A POWERFUL COMBINATION OF RESEARCH

How much risk  
should we take?

60% equities  
40% bonds

What asset styles  
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# Putting it all together

MODELS ARE A POWERFUL COMBINATION OF RESEARCH

How much risk  
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60% equities  
40% bonds

What asset styles  
should we use?

20%	LC blend
10%	LC value
10%	LC growth
15%	International
5%	Emerging market
20%	Aggregate bond
10%	LT bond
5%	High yield bond
5%	International bond

What tickers/theme  
should we use?



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What tickers/theme  
should we use?

SPHQ
VUG
DGRO
EFA
EEM
AGG
USLT
HYG
BNDX



# Putting it all together

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How much risk  
should we take?



Level Elements tell us how much risk we want to take, such as overweight, neutral, or underweight

What asset styles  
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How much risk  
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Level Elements tell us how much risk we want to take, such as overweight, neutral, or underweight

What asset styles  
should we use?



Style Elements tell us what asset classes to use, such as growth vs. value or short vs. long duration

What tickers/theme  
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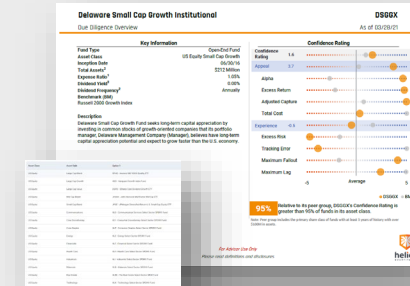
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Our Confidence Rating process creates Pick Lists that determine the holdings or theme



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Passive, MPT  
1 trade/year

Everything  
in-between

Highly tactical  
8+ trades/year



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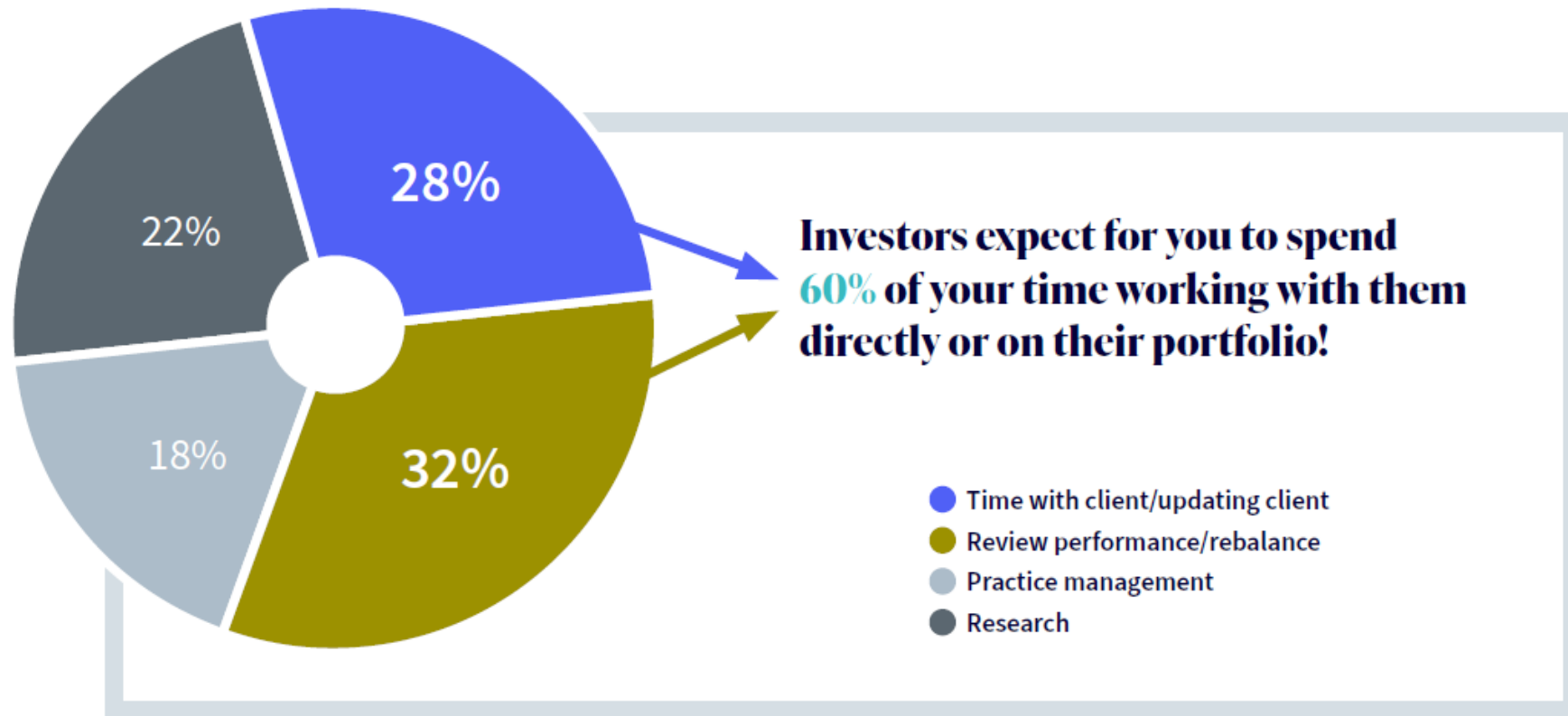


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## How clients expect advisors to spend time



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# 63%

**OF INVESTORS** believe that using models will have a positive impact on their overall portfolio

- + This is true with all generations, with boomers at 44% and Gen Xers at 59%, and even more so with millennials, at 78%
- + Post-volatility, the overall number increased to 70%

**OF INVESTORS** believe that financial advisors using third-party models are providing a more sophisticated asset allocation approach backed by the extensive research and technology of an asset manager's team (including 64% of boomers)

- + Post-volatility, the number of investors who felt it was important for an advisor to use technology to enhance investment decisions increased by 5%

**OF CLIENTS WITH ADVISORS**—and 59% of those without advisors—strongly agree that “A financial advisor using a preset investment model portfolio provided by either their firm or a third-party source is comparable to a Doctor that has access to Artificial Intelligence (AI) networks that contains millions of medical records and case studies to assist in diagnosis or successful treatment outcomes.”

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## **84%** **of millennials**

would consider switching advisors if the new advisor was using third-party models

## **76%** **of boomers**

would consider switching advisors if the new advisor used third-party models

+ But, if you used third-party models, a mere 10% would still consider making a change.

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